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RURAL AREAS DEVELOPMENT AT WORK

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RURAL AREAS DEVELOPMENT AT WORK

IN the 1950's, scientific and technological advances in agriculture brought a new level of abundance to America—and cost three million farmers their jobs.

In many towns and small cities with a farm-centered economy, a creeping paralysis enveloped Main Street. Business fell off. Construction came to a standstill. Tax bases began to deteriorate. Public services were curtailed.

In areas where the agricultural upheaval intensified previously existing job and community development problems, such as in mining and cut-over timber regions, these deficiencies began feeding on one another until a new term came into being to describe joblessness: the “second or third generation reliefer.”

With the decline in opportunity there began a mass exodus of people from the countryside to the city. It continues today. In some cities, more than 1,000 people a month pour in from rural areas.

Unfortunately, some who leave rural America for want of opportunity create new problems—for themselves, for the communities they leave behind, and for the cities which receive them. Often they find themselves living in overcrowded slums, unable to compete for today's skilled jobs, and facing a completely new and unfamiliar way of life. They bring mounting welfare costs and new social pressures to the city.

But now, rural people are fighting back. They are working together to create new opportunities, ranging from new jobs to recreation for pay, from



improved housing to more adequate supplies of water for industry, recreation, and agriculture. Through Rural Areas Development, they are bringing new life and hope to rural communities.

Rural Areas Development (RAD) helps rural people use Federal and State programs to create new jobs and develop needed public facilities.

RAD is whatever rural people do to improve their economy. It is their program. The Department of Agriculture helps them to organize for action and to survey their resources and their needs. The Department provides information about the kinds of help available to meet local problems and suggests opportunities for possible development. But then, it is up to the local citizens serving on the RAD committee to decide what will be done, when, and how. In some areas, rural people are working with city leaders to develop new jobs and public services that will advance the economic and human interests of all the residents of multi-county areas. Local USDA workers and representatives of other Federal and State agencies located in the area form a Technical Action Panel to furnish technical help to the RAD committee.

One reason rural America has not kept pace with urban America is that rural people lack equal access to many Federal programs widely used by urban people. Few rural communities are able to employ the specialists found in city government who keep track of Federal aids and obtain these services for city residents.

However, Federal officials are working to correct this situation. Through the President's Rural Development Committee, they are pooling their programs to start pilot projects in job training, education, health, and other services. The Department of Agriculture's Rural Community Development Service works with other Federal agencies to arrange whatever assistance they need from USDA to reach and serve rural people more effectively.

By making more effective use of Federal financial and technical help through locally directed RAD programs, rural citizens can close the opportunity gap between rural and urban America.



BN-25986

... this subcommittee—part of the county's 66 member Rural Areas Development committee—helped develop plans for community advancement, including an industrial project.

BN-25977



Locally sponsored training programs helped people learn new job skills, leading to . . .

For example, in Chesterfield County, South Carolina . . .

BN-25976



Right: The RAD committee, in cooperation with the State Employment Commission, first took "stock" of the county's most important resource—its people.

BN-25978

... 800 jobs in several new industries.





BN-25983

With the help of a grant from the Department of Housing and Urban Development, local people enlarged their water facilities . . .

. . . allowing this plant to expand, creating an additional 147 jobs.



BN-25984

BN-25985



Left: The agricultural subcommittee suggested ways farmers could raise their income—turkey production was one.



BN-25982

This activity, spearheaded by local leaders, has meant better living conditions for the people of Chesterfield County.



NATIONALLY, more than 100,000 local people working on 2,100 RAD committees have created an estimated 410,000 new jobs in rural America.

How?

Let's take a look at some things they did to improve their communities. It will give you a better understanding of Rural Areas Development.

Because RAD embraces all phases of the economy, we have grouped these development activities under separate headings. They include: More Jobs for Rural People, Water Development, Obtaining All Federal Services, Higher Income for Family Farmers, Recreation—A New Farm Crop, Better Rural Homes, Modern Community Services, Developing Our National Forests, Training for New Jobs, New Ideas—New Farm Markets, and Using Our Food Abundances.

MORE JOBS FOR RURAL PEOPLE

N-48572



This new garment factory is located in a 30-acre industrial park developed by the local RAD committee in Johnson County, Tennessee. It employs 204 people and has an annual payroll of \$500,000. A

\$106,300 loan and grant from the Commerce Department's Economic Development Administration (formerly the Area Redevelopment Administration) helped the county build a water and sewer system to the park.

Nationally, RAD committees used Economic Development Administration loans and grant to help start 316 commercial and industrial or public facility projects that created about 40,000 direct jobs in rural America.

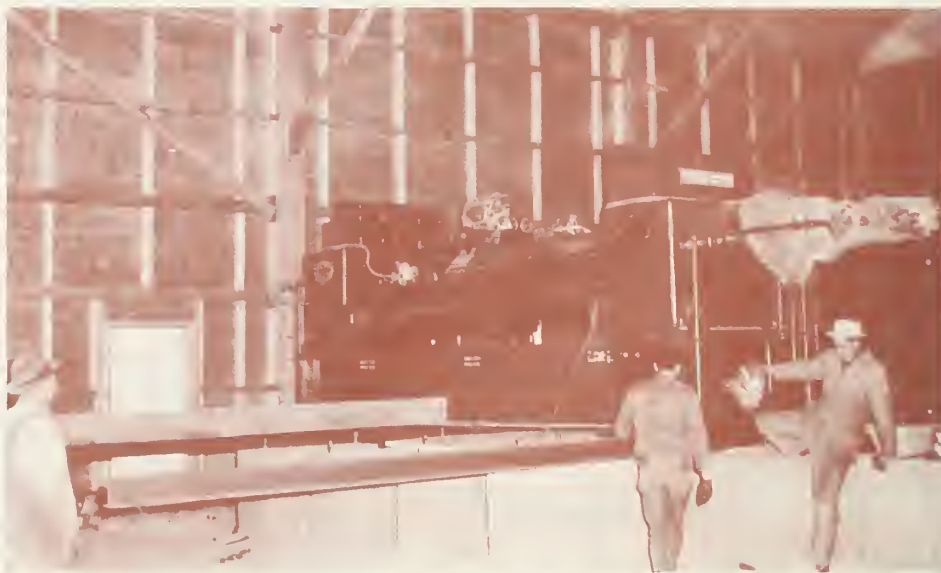
Logs from local woodlands end up as furniture core stock at this West Virginia flakeboard plant completed in August 1964. The Braxton County RAD committee raised \$340,000 locally and the Economic Development Administration (formerly ARA), the Small Business Administration, and the West Virginia Industrial Development Authority made or insured loans to help finance the remainder of the \$2.4 million plant which employs 350 men. About 150 additional people have part-time jobs cutting and hauling logs for the plant. A Corps of Engineers dam, completed earlier, paved the way for the plant by providing a dependable source of water.



BN-25988

Rural electric cooperatives assist local RAD efforts with their own resources and also help local development committees get financial and technical help from USDA and other sources. Empire Electric Association, Cortez, Colorado, took part in local fund raising efforts and then helped the committee apply for a \$1.6 million economic development loan from the Department of Commerce for this plywood mill. Because the mill uses locally grown trees, it means additional income for area farmers as well as added jobs.

In the past year and a half, electric and telephone systems financed by USDA helped start more than 500 industrial and commercial and public facility projects, creating more than 28,000 direct jobs, and about 20,000 additional jobs in service and other related industries.



BN-25981

With an Economic Opportunity loan from USDA, Orville L. McConnell, Jackson County, Wisconsin, expanded his television repair shop. He expects to double his gross income which in 1964 totaled \$2,650.

As part of the Economic Opportunity Act, USDA made about 16,019 loans of up to \$2,500 to low income farm and nonfarm rural families since the program began in February 1965. These loans help rural people strengthen their farming operations and start or expand nonfarm businesses.



BN-25973

This carpet plant was built at Anadarko, Oklahoma, in 1963 with \$510,000 borrowed from the U.S. Departments of Agriculture and Commerce and the Oklahoma Industrial Finance Authority. In less than two years, it employed 173 people. In April of 1965, a \$350,000 loan from the Small Business Administration cleared the way for an expansion which will result in 123 additional jobs. Caddo Electric Cooperative provided technical assistance and obtained a \$60,000 loan from USDA which it re-loaned to the company. USDA also recommended approval of the company's application for an economic development loan from the Department of Commerce.



BN-22462

WATER DEVELOPMENT

This symbol of the past—a hand pump—contrasts sharply with a 50,000-gallon water tank which provides water to 326 farm and rural families near Topeka, Kansas. In fiscal 1965, USDA made loans totaling \$50.4 million to 388 water associations to provide modern water systems serving 270,000 rural people.

BN-21824



This plant, in Temple, Georgia, was built only after the company learned of USDA's plans for the Little Tallapoosa watershed project. It now employs 400 people, 90 percent of them from small farms in the area. The town of Villa Rica developed another of the watershed's reservoirs for its municipal and industrial needs and attracted a second RAD plant which will employ 200 people.

Nationally, the U.S. Department of Agriculture is helping local sponsors develop 1,152 watersheds to prevent floods and to store water for municipal and industrial use, recreation, fish and wildlife, and agricultural use.



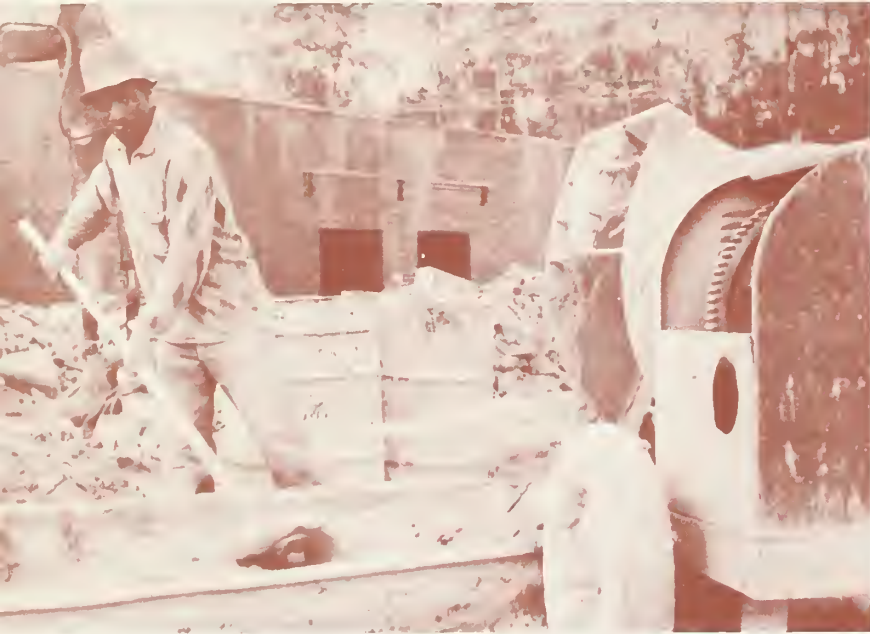
GA-D7-77

BN-19608



Floods used to hit French Lick, Indiana, up to eight times a season, washing away crops and flooding businesses on Main Street. Hardly the place to build a new piano factory! But local townspeople joined with area farmers and USDA to get a watershed project going. With floods controlled, local people put up this new building and leased it to a piano firm employing 100 people.

By November 1, 1965, local people had asked for help in 2,372 watersheds. Of these, 1,152 have been authorized for planning and 707 have been completed or are under construction.



A company looking for a new factory site had narrowed its choice to five communities. When a USDA-financed water line was extended to an area outside Richfield, North Carolina, the company picked that location. The Stanly County Development Corporation, the local RAD committee, constructed a \$410,000 building, and leased it to the firm, which provides jobs for 300 people.

In a Texas community where 37 families lived two miles beyond the water mains of Somerville, mothers often had to skimp on water for washing, forget house cleaning, and even ration baths during dry periods. Some families had begun to talk of selling at a loss and moving away. Then they heard about the USDA water loan program and formed a non-profit water association. The 37 families put up \$1,260 and USDA insured a \$24,000 loan by a local bank. When the water was turned on six months later, the community's water woes vanished.



OBTAINING ALL FEDERAL SERVICES

BN-25987

The local development committee was ready, willing, and able but it needed outside financial help to get Richford Enterprises, Inc., out of the idea stage and into the business of making hockey sticks and other wood products. That's when a local USDA field officer suggested—and helped arrange—a Small Business Administration loan. The new plant will provide direct jobs for 20 men. In a few years, employment is expected to reach 75.

In February 1965, the President directed all Federal agencies to take steps to assure that their programs benefit urban and rural people alike on an equitable basis. He also directed the Department of Agriculture to use its field offices and personnel to help other Federal agencies reach and serve rural people more effectively. The President announced the creation of a special agency in the Department of Agriculture—the Rural Community Development Service—to coordinate and intensify Federal efforts to help rural people and communities.



Local leaders trying to eliminate poverty in Washington County, Virginia, sent a letter to the Department of Agriculture asking: "Can you help?" Six days later, a USDA representative was on the scene, and four months later, with USDA help in preparing and submitting an application, the county had a \$67,000 Community Action grant from the Office of Economic Opportunity. This stimulated Community Action programs in 8 neighboring counties and in other counties throughout the State. Here, school dropouts are being encouraged to return to vocational school as part of the Community Action program.



Children in a rural community in Henderson County, North Carolina, are introduced through a Head Start project to ideas and routines that will help them do better in school. Here, refreshments are served by mothers to children attending a Head Start project sponsored by a local Home Demonstration club.

Federal and State Extension personnel helped organize many Head Start projects that enabled nearly 179,000 rural youngsters from low-income families to prepare for school this fall. County extension home economists were particularly active in 344 of the lowest income rural counties, helping local people secure 239 projects to train more than 40,000 pre-school youngsters.



HIGHER INCOME FOR FAMILY FARMERS

BN-21825

In 1961, after hearing a USDA representative talk about RAD, several Pennsylvania apple growers set up a packing and marketing cooperative to better compete for today's markets.

State and local sources raised all but \$85,000, which came from a Department of Commerce economic development loan. In 1964 (its third year) the co-op did a \$625,000 business—\$175,000 from apples sold for export.

The \$500,000 plant means an annual \$76,000 payroll for local people, \$50,000 a year business for local trucking services and adds thousands of dollars to the region's economy.





N-47444

Left: Today's complex farm business requires sound management decisions. In cooperation with the State Extension Services, USDA conducts adult education programs to help farmers become better managers. In Wisconsin, 2,802 young farm families participating in farm management schools reported a 20 percent gain in net farm cash income. Here, Fayette County Agricultural Agent Phil Grover, left, discusses a management problem with hog producer Kenneth Walters near Washington Court House, Ohio.

Right: In 1962, Edward Chadez of Owyhee County, Idaho, built this storage bin on his farm with a USDA loan. Chadez feeds much of the grain stored in this bin to his own livestock, saving on commercial storage fees. In addition, he holds the rest of the grain to sell when the market price is best. Through price support loans and on-farm storage programs, USDA helps farmers increase their income while assuring the public an adequate food supply at reasonable cost.



BN-25972

BN-25989



Above: A \$55,000 Economic Opportunity loan from USDA helped 100 low-income farmers in DeSota County, Mississippi, establish a cooperative and build a pavilion to sell their vegetables and fruits direct to consumers at a suburban shopping center.

As of November 12, 1965, USDA had made Economic Opportunity loans to 237 cooperative associations owned by and serving low-income rural families in 28 States.

Right: Under a special program to help family ranchers strengthen their operations, USDA makes or insures loans to nonprofit grazing associations. In 1964, 70 Montana ranchers formed three associations and borrowed \$1.2 million, which was insured by USDA, to buy or lease 111,356 acres. By working together the 70 family ranchers will raise their farm income; the economies of the local communities will be strengthened by an estimated \$320,000 a year, and this will help build a stronger tax base to support better roads, schools, and community facilities.

Since 1963, USDA has loaned or insured \$18.4 million to 39 nonprofit grazing associations in Colorado, Idaho, Montana, New York, South Dakota, Utah, and Wyoming to aid family ranchers and farmers.



St. 197-16

Above: A USDA farm ownership loan helped Gilbert L. Young, 25-year-old farmer, buy more land and build two new poultry houses and this new home near Chestnut Ridge, Tennessee. USDA makes loans to family farmers who are unable to obtain credit at reasonable rates elsewhere and provides needed technical help on farm and money management problems.

Nationally, USDA made 12,186 farm ownership loans totaling \$182.6 million to family farmers in fiscal 1965. By providing supervised credit, USDA helps farm families increase their incomes and make a full contribution to the economic growth of their communities.

BN-25974



RECREATION: A NEW FARM CROP

BN-21826



"Lazy M" ranch in Chumstick Canyon near Leavenworth, Washington, is one of 117 pilot recreation projects in USDA's Cropland Conversion Program. Bob Merry, son of the owner, is now assured full-time employment. He pen-raises 1,500 pheasants annually for release on a 200-acre hunting preserve. His father, Clayton Merry, plans to add sport fishing, camping, a kennel and stable, and guide service for big game hunters. All cropland has been converted to pasture, wildlife habitat, and food plots and ponds.

The Cropland Conversion Program began on a pilot basis in 1963. The program provides cost-share and adjustment payments to farmers to help them convert excess cropland to recreation, grazing, woodlands, or other more economic uses.



BN-21830

Above: In 1961, Namon Hamrick converted 83 acres of cotton to a nine-hole public golf course. In 1963, Hamrick received USDA's first major recreation loan to expand to 18 holes and to build a clubhouse, picnic area, and other recreation facilities on his farm near Shelby, North Carolina. Hamrick figures his recreation enterprises added about \$3,300 to his net income in 1964.

During fiscal 1965, USDA advanced \$10.8 million to about 169 farm and rural families and 91 rural groups to expand recreational facilities that will provide outdoor fun for city dwellers and rural residents alike in 38 States and Puerto Rico.



NC-D11-30

Above: Children have replaced cotton and corn as income producers on the Dan Hood farm near Matthews, North Carolina. The children are campers. As many as 80 children a day take part in outdoor activities during the camping season from June through August. Hood says, "Fifty children on a weekend pay me more than I used to get for two bales of cotton." Hood received help from USDA in developing a number of small lakes for water-based recreation.

By the end of 1965, the Department had helped about 28,372 farmers and rural landowners develop income producing recreation on land no longer needed for growing crops.

Left: Recreation is an important by-product of practically every watershed project. More than 120 flood prevention reservoirs have been or are being developed for a full range of public recreation activities. This family is enjoying boating on the 900-acre lake formed by a multipurpose flood detention-recreation dam in Kentucky's Mud River watershed project. The lake and adjoining State Park are expected to attract one million visitors yearly and appreciably boost the local economy.

Under the Food and Agriculture Act of 1962, USDA can help finance public watershed recreation areas and extra water storage for future municipal and industrial use in watershed projects, thus guaranteeing more useful water supplies for our growing population.



KY-694

BETTER RURAL HOMES



N-50801

A USDA official in Goshen, California, helps a farm laborer and his wife apply for a USDA rural housing loan that enabled them to move from this home . . .

. . . into this one. The farmworker and his wife and children did much of the construction work themselves, cutting costs.

In fiscal 1965, USDA made 15,814 housing loans valued at \$133 million to provide new or improved housing for about 67,000 rural people, nearly triple the volume handled at the start of the 1960's.



N-50790



BN-26153

Congress expanded the housing program in 1962 to include housing loans to senior citizens, 62 years or older. In fiscal 1965, USDA advanced about \$9.7 million to elderly people and builders to construct or improve homes and apartments for nearly 4,000 rural senior citizens.

Here, neighbors in the Pleasant Gardens senior citizen rental housing development, Ocean County, New Jersey, enjoy a card game. The project was built with a USDA loan.

Left: Secretary of Agriculture Orville L. Freeman talks with Clovie Duckett, Ashdown, Arkansas, who received a \$4,000 USDA senior citizen housing loan to build a one-bedroom home with modern kitchen, bath, and water system on his 15-acre farm. The loan enabled Duckett, 77, and his wife, 72, to move out of a shack which was beyond repair.

Nationally, from the start of the program in mid-1962 through October 31, 1965, USDA has made 4,293 loans to senior citizens.

Below: The \$133 million in rural housing funds moved through the economy with a "ripple effect," creating an estimated 10,640 man-years of on-site construction work and a demand for lumber, plumbing, heating and electrical fixtures, concrete, paint and furniture. Here, carpenters work on a roof of a rural home financed through USDA near Wartburg, Tennessee. In the background is a completed USDA-financed home.



ST-152-11



ST-193-13

MODERN COMMUNITY SERVICES

Construction starts on a \$300,000 wing that will expand surgical, X-ray, and other facilities at Harrison County Hospital, Corydon, Indiana. The Hospital Board raised \$50,000 and the County Commission provided \$100,000 to match a \$150,000 Accelerated Public Works grant through the Public Health Service.



BN-22109

This modern 90-bed hospital with an adjoining 35-bed nursing home was completed February 1965. County and local leaders raised about \$1.2 million of the cost of this medical facility in Franklin County, Tennessee. In addition, they received \$130,000 from the Federal Government through the Hill-Burton Act.



BN-25975

N-48550

Before USDA made a \$113,000 water association loan to the South Morristown-Witt Utility District in Tennessee, this school with its 275 students, had to depend on a well for drinking water and fire protection. Now, not only are the children assured safe water, but the school has adequate fire protection. The fire hydrant is the only one within seven miles.





DEVELOPING OUR NATIONAL FORESTS

Logs from a National Forest operated by USDA hit the water at a sawmill run by Greys River Lumber Company, one of the three large mills in Star Valley, Wyoming, built or expanded through the local RAD movement. The three mills have provided 100 full-time and 130 part-time jobs for Star Valley residents. A \$200,000 Small Business Administration loan helped finance this mill.



8N-21227

Above: Expansion of the Greys, Star Valley, and Cliff Creek lumber firms has been a major factor in the economic growth of the Star Valley area, and in its largest town, Afton, Wyoming. RAD leader, Dr. O. B. Perkes, reporting on what the new jobs and new economic opportunities created by the local RAD effort had meant to the area, said: "It has helped change the local attitude from one of despair to one of optimism." The elkhorn arch is indicative of the good hunting in the nearby National Forests. Vacationers also find Star Valley a delightful summer retreat.

Below: Swimmers in the George Washington National Forest in Virginia and the millions of other visitors to the 154 National Forests in 41 States and Puerto Rico mean added tourist dollars to local economies

F-512598



TRAINING FOR NEW JOBS

BN-25979



Working with Northwest Mississippi Junior College, the Mississippi Department of Education, and the Employment Security Commission, the local RAD committee arranged for a six-month automobile mechanics training course for these men in Vardaman, Mississippi. The course was sponsored by the Office of Manpower Development and Training, U.S. Department of Labor.



FS-510389

Young men—both rural and urban—are gaining skills, work experience, and a basic education at Job Corps Conservation Centers established by USDA in cooperation with the Office of Economic Opportunity. As of November 15, 1965, the 42 Job Corps Conservation Centers in the National Forests had 4,225 young men. Their work helps develop the many resources and uses of the National Forests and Grasslands, thereby strengthening the local economy.



CIBOLA-10

Above: Here Corpsmen at the Ouachita Job Corps Conservation Center in Arkansas learn basic engineering skills building needed roads in the National Forests—skills which will help them get and keep good jobs when they graduate. Experienced engineers and foresters furnish the know-how.

Left: Two Corpsmen talk with Bill Snyder, director of the Department's Mountainair, New Mexico, Job Corps Conservation Center, about job training opportunities at the center.

NEW IDEAS - NEW FARM MARKETS

BN-21018



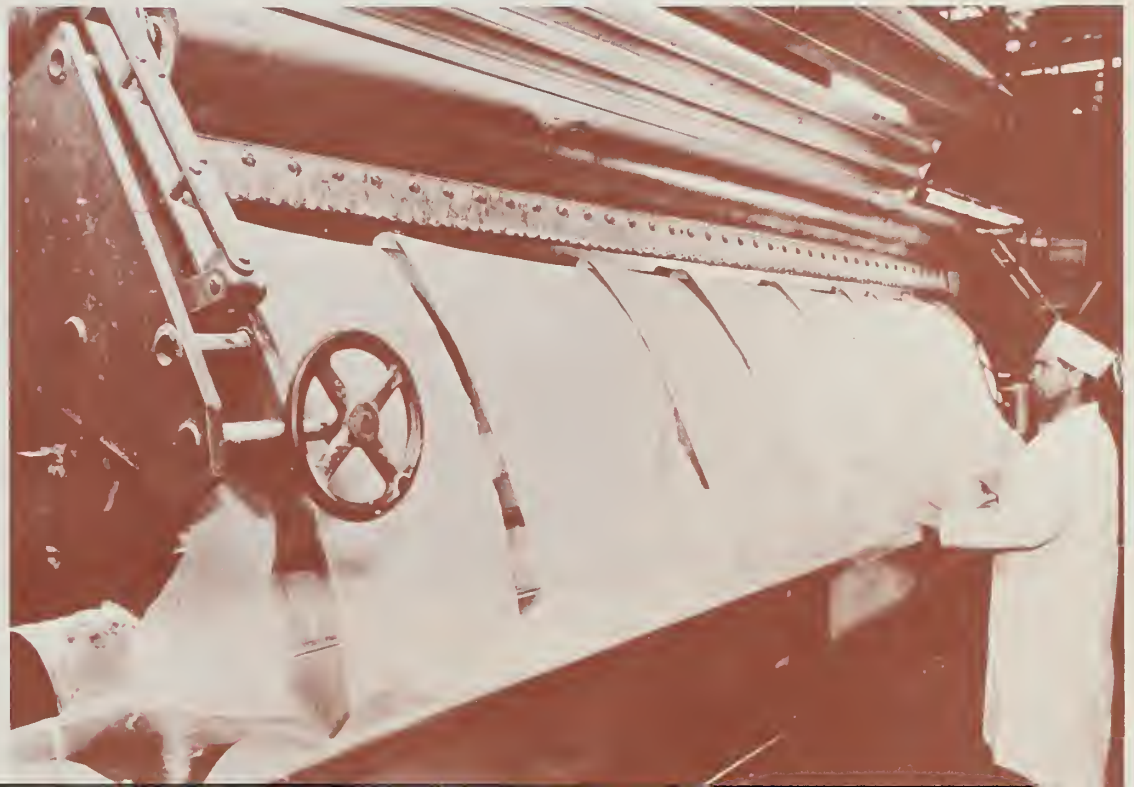


ST-109-3

Left: This plant, aided by USDA's Matching Fund Program in cooperation with the State of North Carolina, found a better way to clean, handle, and pack eggs—expanding the market for area farmers. Through the Matching Fund Program, USDA helps States develop marketing service programs to aid farmers and the public.

Below: Last year, this \$2 million plant at Grafton, North Dakota, processed more than 40 million pounds of potatoes into instant mashed potato flakes using a USDA process. The potatoes were grown within a 30-mile radius of Grafton and sold to the plant for \$660,000. The plant employs 150 local people and has a \$400,000 annual payroll.

BN-21230



Left: From USDA's research laboratories have come important advances that are creating jobs and new uses for old products, giving RAD a big boost. This \$760,000 plant produces an apple juice concentrate, using a process developed by the Department. Operated by Tree Top, Inc., a cooperative, the plant provides a market for 50,000 tons of apples a year and created about 100 jobs in Cashmere, Washington.

USING OUR FOOD ABUNDANCE

Local leaders, county, and State officials in many rural and urban areas are cooperating with USDA to help low-income people, the unemployed elderly, disabled, and school children have better diets.

Through USDA's Food Stamp Program, this Nashville, North Carolina, woman buys more and better food with her limited resources. More than 630,000 needy persons in 110 areas in 29 States were able to buy more nutritious food in mid-1965 because of the Food Stamp Program. Additional projects are expected to bring total participation to one million persons by mid-1966. In the program, low-income families exchange the amount of money they would normally spend for food for stamp coupons of a higher money value. It is the newest method of helping low-income people obtain more adequate diets. The program also provides an economic boost to the community.



N-48174



N-51745

In some rural counties, local rural electric cooperatives, county development committees, and other groups are supplying appliances so that youngsters in isolated rural schools can receive hot lunches prepared with USDA-donated foods. For example, in 1964, children in this school at Toler Creek, Kentucky, for the first time had hot lunch because of efforts by local leaders and USDA. During 1965, the school lunch program was extended to about 170,000 additional children in "pockets of need."

Nationally, this year's School Lunch Program is enabling some 71,000 schools to serve nutritious low-price lunches to 18 million children. Children in 93,000 schools, nonprofit summer camps, orphanages, and similar child-care institutions will benefit this year from USDA's Special Milk Program.

N-52056



Here, needy families, certified by local welfare agencies, receive USDA-donated foods at the San Antonio, Texas, distribution center. In this USDA food program, 5.8 million needy people received donated foods ranging from canned meat, cheese, and dry nonfat milk to grain and cereal products during 1965.

RAD Objectives

- To preserve and improve the family farm.
- To make continuous and systematic efforts to eliminate the many and complex causes of rural poverty.
- To increase the incomes of rural people and to eliminate the causes of rural underemployment.
- To strengthen and expand farm and other rural cooperatives.
- To provide improved educational facilities and job training that will allow rural people, particularly the young, to develop skills and talents sought by employers in our changing and automated society.
- To expand job opportunities faster by stimulating investments in rural areas to develop industry, commerce, recreation, crafts and services of all kinds and facilities that will attract professional and technical people.
- To help develop in a rapid but orderly way a wide range of outdoor recreation facilities on both private and public land, thus providing a new source of income for rural people and new, more accessible recreation areas for city dwellers and suburbanites.
- To find new uses for cropland now producing surplus crops and to promote adjustments that will balance land use with national needs.
- To protect, develop and manage our soil, water, forests, fish and wildlife and open spaces.
- To help rural people build central water and sewage systems, roads, schools, hospitals and other community facilities that are standard in metropolitan and suburban areas of the United States.

*For more information on Rural Areas Development write:
Office of Information, U.S. Department of Agriculture,
Washington, D.C., 20250*

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